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ALYSSA LANDRY

CREATIVE AND NARRATIVE DIRECTION

PROFESSIONAL SUMMARY

Creative and Narrative Director with 16+ years of experience in creating ground-breaking XR narratives and interactive theme park entertainment. Spearheads cross-functional teams through every aspect of the creative process from inception to completion in a collaborative work environment. Aims to redefine the future of interactive and immersive experiences by pushing the boundaries of technology and traditional storytelling.

SKILLS

- Creative Direction
- Cross-functional Collaboration
- Team Building, Brainstorming Facilitation & Mentoring
- Audience Interaction Strategy
- Immersive Storytelling
- Guest Journey Design
- Innovative Ideation
- Script Writing
- XR technologies (VR, AR, and Mixed Reality)
- Experiential Events

PROFESSIONAL EXPERIENCE

JAN 2009 – FEB 2024

Creative Director, Experiential

- Clients include Jack Morton, Airbnb, LudusHaus, Thinkwell, and Disney
- Respond to RFP's, developing creative pitches and presentations that align with client brand values, core objectives and target demographics.
- Lead ideation and brainstorming sessions with the creative team to generate innovative concepts and experiential event ideas that are fully on brand.
- Develop detailed, strategic guest journey maps in alignment with client objectives, encouraging customer engagement.
- Collaborate with production team to ensure seamless execution of creative concepts to provide clients with unforgettable and impactful events that foster brand loyalty.

APR 2016 – FEB 2024

Narrative Director, Incarna Studios (XR)

- Led the narrative design team in creating a compelling storyworld using the agile development process (Jira).
- Wrote all story elements pre-game, in-game and post-game for deep immersion of players.
- Coordinated with art direction and game design to ensure story coherency across all departments.
- Wrote all in-game text for experiences ranging from Multi-player LBEVR to Single Player, to Mixed Reality games.

AUG 2016 – DEC 2023

Narrative Director, Double Eye Studios (XR)

- Provided narrative direction, UX design and scriptwriting for ground-breaking live VR theatrical productions.
- Crafted compelling narrative arcs that resonated with target audiences and enhanced overall audience interaction through immersive storytelling techniques.
- Hired and led a dynamic writers room of comedy writers for a live interactive Variety show hosted on the Meta Horizon Worlds social VR platform.
- Developed interaction strategies for deep engagement and immersion of audience.
- Collaborated with the creative and technical teams to ensure that the narrative direction aligned with the overall vision of Double Eye Studios, while also pushing the boundaries of storytelling in the VR/AR market.

- Select projects include: *Skits & Giggles* (Raindance Film Festival 2022), *Finding Pandora X* (Best VR Immersive User Experience – 77th Venice International Film Festival 2020, Virtual Cinema Audience Award – SXSW 2021), *Cardboard City* (New York Film Festival 2016)

AUG 2019 – MAY 2023

Creative Director, Thinkwell

- Provided creative direction from initial concept through completion, including script writing, proof of concept and final production phases for two live shows for the new Sea World Abu Dhabi.
- Worked with stakeholders to infuse authentic regional elements into the creative concepts and storytelling of the live shows, ensuring a captivating and culturally immersive experience for the audience at Sea World Abu Dhabi.
- Led a cross-functional team in the creation of set, costume and lighting designs, as well as media content.

JAN 2009 – FEB 2021

Show Director and Senior Show Writer, Disneyland Paris

- Provided creative leadership from initial high concept through to project completion, including brainstorming facilitation, drafting of creative briefs, creative development, script writing and stage direction.
- Worked with cross-functional teams to ensure show content aligned with overall brand strategy and met the high standards of storytelling and entertainment at Disney.
- Successfully pitched concepts to high level Disney and Lucas executives to obtain multi-million-dollar budgets for shows that drove audience engagement and satisfaction.
- Led brainstorming workshops for the creative team at Disneyland Paris, fostering a culture of continuous learning and innovation in storytelling techniques and show production to keep up with market trends and exceed guest expectations.
- Provided ongoing mentorship and training to junior show writers to develop their skills and ensure the continuity of storytelling excellence across all shows and events.
- Credits include *Star Wars Season of the Force*, *The Jedi Training Academy*, *Frozen Sing-Along*, *The Forest of Enchantment*, as well as numerous live shows, parades, atmosphere and press events, in addition to business and affluent client events.

MAY 2008 – MAR 2019

Author (Book & Lyrics), Original Musicals

- *Baba Yaga* (Théâtre Jacques Prévert, Aulnay-sous-bois 2019)
- *Élémentaire, Mon Cher* (Bastille Opera, Paris 2019)
- *Énoormes* (Théâtre Trévisé, Paris 2018)
- *Bons Baisers de Broadway* (On tour from Mar 2015 to Sep 2017)
- *#Hashtags!* (La Générale, Montreuil May 2015 - transmedia project)
- *Jusqu'aux Dents* (2008)

EDUCATION

- Berklee College Of Music, Bachelor of Music, cum laude
- Additional training:
 - AI for Everyone (Deeplearning.ai) 2023
 - Experience Design (Punchdrunk) 2018
 - The Future of Storytelling (Potsdam University) 2013
 - Transmedia Storytelling (Michel Reilhac) 2012

AWARDS AND GRANTS

- Audience Award, Virtual Cinema Spotlight for *Finding Pandora X* – SXSW 2021
- Best VR Immersive User Experience for *Finding Pandora X* – 77th Venice Film Festival
- Best Interactive XP 2020 for *Finding Pandora X* - XRMUST
- Fonds de Création Lyrique 2018 for *Élémentaire, mon cher !* and 2019 for *Baba Yaga*
- Prix Beaumarchais 2008 for *Cruisin'*
- Prix SACD 2007 for *Jusqu'aux Dents*